



CollegeDoors®



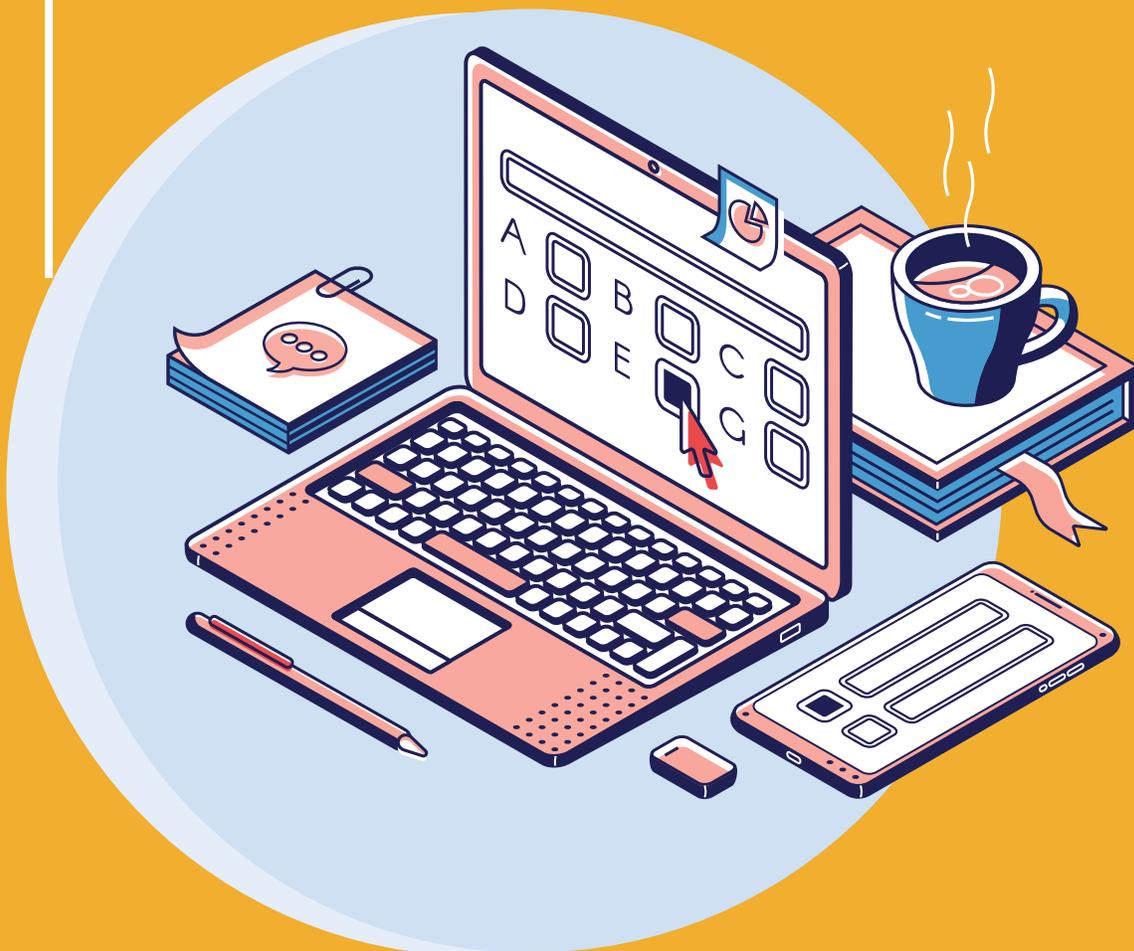
FUTURE OF COACHING

Coaching Class Survey, May 2020

TRIAL LEADS TO BELIEF THAT ONLINE IS HERE TO STAY

The social and economic impact of the current pandemic is extensive and far-reaching. The education sector is also grappling with these changes and re-evaluating their business delivery models which balance learning needs with safe social distancing.

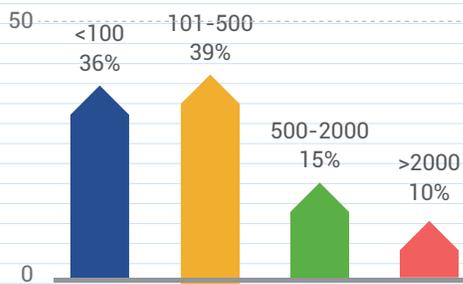
To better understand the industry's response to these changes, **CollegeDoors** conducted an online survey of diverse stakeholders (Teachers and Owners) in the Medical & Engineering domains. The objective was to gauge their expectations regarding the current state and the future of coaching business and the possible changes to the scope of business.



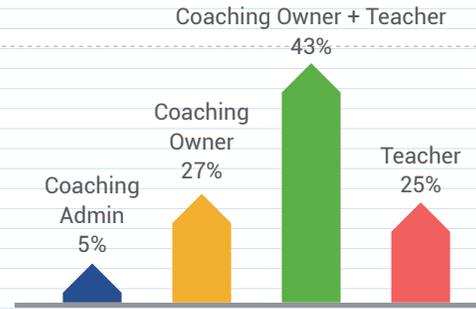


WHO WE SPOKE TO

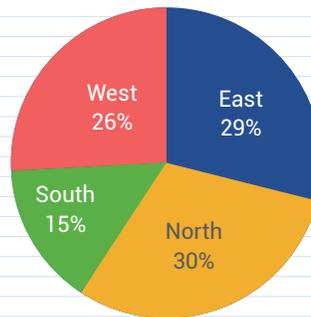
Size of The Coaching (No. of Students)



Respondent Roles



Geographical Distribution of The Respondents



WHAT WE SPOKE ABOUT

COVID 19 Crisis and the lockdown that followed resulted in almost all teachers/ coaching class owners using technology-enabled methods of teaching and exam preparations.

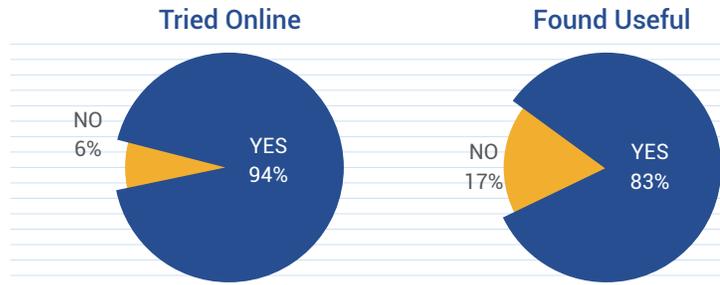
Our survey results indicate that the trial of online tools and applications has convinced teachers that students have been able to adapt to them. Acknowledging the distinct advantages of these tools despite some shortcomings, they feel that these will continue to be used well past the pandemic crisis.

Let's take an in-depth look at what industry professionals are anticipating and planning to do.

TEACHERS ARE GOING ONLINE

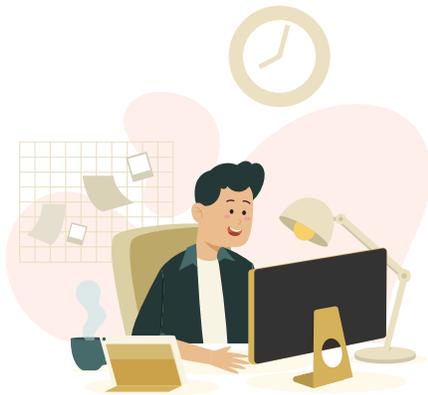


When respondents were asked if they tried using online methods to teach students or conduct tests during the lockdown, a whopping 94% responded affirmatively. Of these, a vast majority (83%) found it useful to keep up the momentum of students' preparations despite the lack of physical classes.



Online Coaching Outlook

TEACHERS WILL STAY ONLINE

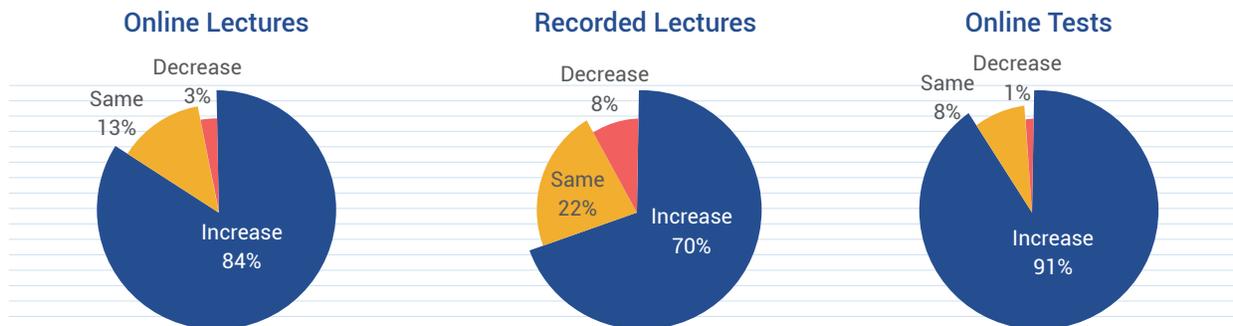


We asked teachers about how they see the post COVID 19 trends of online teaching and testing tools.

In terms of teaching, 90%+ of respondents felt that online learning methods will remain at current levels or grow post the pandemic. A higher number felt that live lectures will grow as compared to recorded lectures.

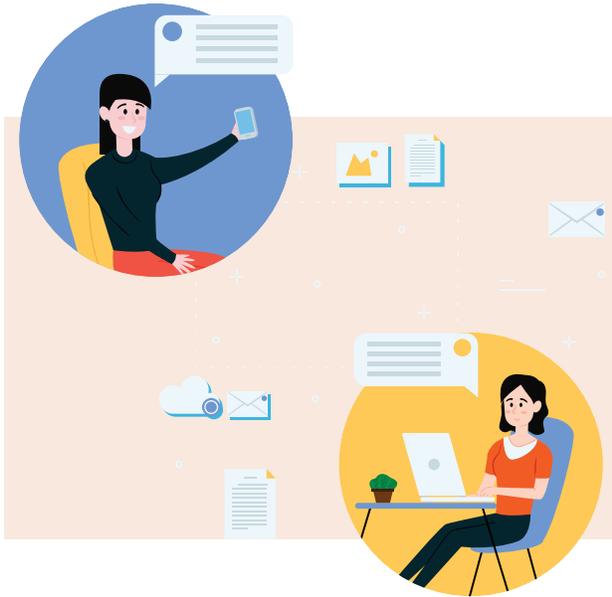
When asked about the demand for online tests and analysis, 99% of respondents were positive about it.

It can be concluded that the demand for online coaching will increase, with online tests and analysis being almost unanimously a need as an effective assessment tool in the coaching institutes. The net result will most likely be a hybrid model comprising a combination of online & offline teaching and primarily online assessments / tests.



Responses on Online Learning Methods

COACHING WILL GO LOCAL



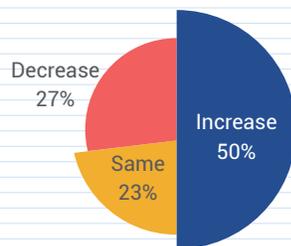
The respondents felt that one possible outcome of social distancing and pandemic fears is a significant shift of students' coaching preferences from big national hubs to local coaching classes.

50% felt that the number of students in their classes would increase and 23% felt it would remain the same. Most of the institutes and teachers are confident of adapting to the changing trends post their trials.

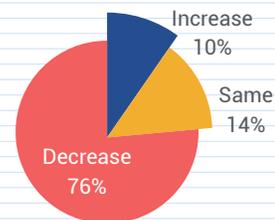
However, they see national brands or coaching hubs faring worse in terms of demand (especially due to the hybrid model) - 76% said that enrolments would decrease, and only 10% said it would increase.

All this may drive the rise of localized coaching centers who will be looking to benefit from the use of online tools and applications. Students from all parts of the country are likely to benefit from increased access and opportunity at their home bases.

Students in My Class



Hubs / Nationalised

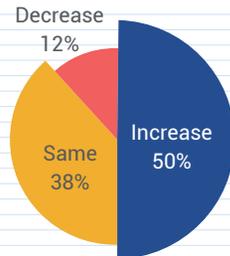


Shift in Students' Coaching Preferences

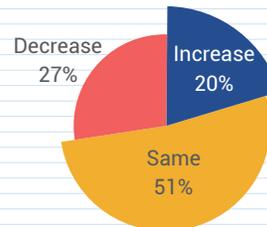
MEDICAL & ENGINEERING COACHING DEMAND TO REMAIN HEALTHY



Medical Demand



Engineering Demand



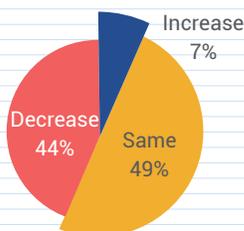
Demand Outlook for Medical & Engineering Coaching

Are traditionally preferred career choice trends changing? We asked teachers and coaching institutes owners their opinion on these trends.

50% of the respondents said that they foresee an increase in demand for aspirants pursuing Medicine, while 38% see no change in demand, and 12% said that the demand will decline.

On the other hand, a relatively modest 20% of the respondents see demand growth for aspirants pursuing Engineering, 51% see no change, and 27% foresee a decrease in demand.

FEES COULD BE UNDER PRESSURE



Change in Fee Structure

When asked about what they thought about the change in the Fees for coaching classes, 44% said it would reduce, 49% said it would remain the same as before while 7% said it would increase.



THE FUTURE LOOKS BRIGHT

The coaching industry is evolving into a hybrid model which leverages the strong points of offline and online learning methodologies. Physical classroom coaching will stay largely localized and may take help of online tools and applications to improve the overall experience of learning and assessment.

With teachers trying out online tools, there has been a certain transformation in the coaching and training industry leading to a newer ecosystem of partnerships, collaborations and scope for outsourcing of non-core competencies. There will be a strong need for better technological infrastructure connectivity, and demand for affordable devices and mediums to take the business to every part of the country.

The future looks bright for a lot of aspiring teachers and coaching class owners who are willing to convert current challenges and adversity into an opportunity. Leveraging partnerships, synergizing collaborations, and use of newer tech tools and online applications can potentially take the entire industry of coaching to higher benchmarks of services and delivery.

CollegeDoors

CollegeDoors is an online test platform that assists teachers and coaching institutes in conducting online mock tests for Engineering and Medical entrance examinations like IIT JEE MAIN, IIT JEE ADVANCED, MHCET, BITSAT, and NEET. The significant features of CollegeDoors are their one-stop solution analysis tool and the foolproof relevant question bank for each examination. Through its efficient workforce present across 45+ cities with a clientele of 150+ coachings, CollegeDoors is spreading its roots rapidly in India and expanding its services and offerings simultaneously.

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